

HUDSON SALES & MARKETING

Salary guide

HONG KONG (HKD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Digital				
Digital Marketing	325 - 455	384 - 660	660 - 960	960 - 1,560
Social Media	300 - 420	360 - 504	540 - 780	N/A
SEO/SEM	310 - 470	410 - 610	580 - 710	N/A
e-Commerce	300 - 390	360 - 660	600 - 900	880 - 1,650
Digital Insights/ Analytics	300 - 450	420 - 630	600 - 835	835 - 1,075
UX/UI	300 - 390	350 - 540	510 - 875	N/A
Consumer Products - Marketing				
Marketing Management	276 - 420	480 - 720	660 - 1,020	960 - 1,560
Brand/Product Marketing	264 - 420	384 - 660	600 - 970	900 - 1,440
Trade Marketing	276 - 456	420 - 690	670 - 960	900 - 1,020
PR/Communications & Events	240 - 384	336 - 540	504 - 780	840 - 1,080
New Product Development	240 - 420	360 - 576	480 - 780	780 - 1,140
CRM/Loyalty Marketing	228 - 360	336 - 660	600 - 900	840 - 1,080

This salary guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across Asia. Information was gathered by drawing on the extensive knowledge of our specialist recruitment consultants across Hudson's specialist practice groups. Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

HONG KONG (HKD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Consumer Products - Sales				
Sales Management	252 - 420	360 - 600	630 - 840	800 - 1,600
Key Account Management	265 - 380	420 - 580	540 - 780	750 - 960
Business Development/ Distributor Management	264 - 360	350 - 720	720 - 910	880 - 1,250
General Trade Sales	N/A	420 - 660	600 - 810	N/A
HoReCa Sales	250 - 335	335 - 620	600 - 740	N/A
Retail Sales	270 - 420	430 - 700	550 - 900	950 - 1,500
Project Sales	250 - 340	310 - 610	600 - 780	700 - 1,200
Professional Services - Marketing				
Marketing Management	300 - 450	350 - 800	700 - 1,000	900 - 1,600
PR/Communications	280 - 350	300 - 750	660 - 900	820 - 1,500
Event Management	280 - 350	300 - 700	660 - 880	820 - 1,500
Product Management	240 - 420	260 - 800	450 - 850	600 - 1,500
Professional Services - Sales				
Sales Management	250 - 450	420 - 850	720 - 1,020	800 - 1,550
Key Account Management	340 - 450	380 - 800	650 - 920	800 - 1,440
Business Development	300 - 450	380 - 800	700 - 950	800 - 1,500
Channel Management	310 - 440	420 - 810	720 - 960	820 - 1,450
Presales	320 - 480	400 - 820	720 - 920	800 - 1,440

Hong Kong

Bilal Ahmed
Associate Director
+852 29196224
bilal.ahmed@hudson.com

Maxwell Forbes
Associate Director
+852 29196168
maxwell.forbes@hudson.com

Hudson Sales & Marketing

Hudson's specialist recruitment consultants have the in-depth market knowledge of salaries, job titles and hiring trends to ensure you achieve the best outcome for your organization at the appropriate remuneration.

We build highly nurtured and engaged pools of select talent so you can find the right person quickly. This means greater speed and precision in placements, and higher satisfaction for both clients and candidates.

Our proprietary assessment tools and techniques will help you find candidates with the right technical skills and capabilities for the role and for your team, so you can achieve higher performance and superior business results.

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